Contents

I. Potential References of Interest

A. Dialog

15/5/3 (Item 1 from file: 350)
DIALOG(R)File 350: Derwent WPIX

0014740638 *Drawing available*
WPI Acc no: 2005-088264/200510
Related WPI Acc No: 2001-259351; 2005-540997; 2007-776696
XRPX Acc No: N2005-076995
Consumer e.g. business traveler, financial behavior predicting method, involves applying input transactions of consumers to each merchant segment predictive model to produce predicted behavior in each merchant segment
Patent Assignee: FAIR ISAAC CORP (FAIR-N)
Inventor: BLUME M; CAID W R; DUNNING T E; LAZARUS M A; PERANICH L S; RUSSELL G R; SITZE K L; VERNHES F

Patent Family (1 patents, 1 countries)							
Patent Number	**Kind**	**Date**	**Application Number**	**Kind**	**Date**	**Update**	**Type**
US 6839682	B1	20050104	US 1999306237	A	19990506	200510	B
			US 2000679022	A	20001003		

Priority Applications (no., kind, date): US 1999306237 A 19990506; US 2000679022 A 20001003

Alerting Abstract US B1
NOVELTY - The method involves obtaining a set of input transactions for multiple consumers with respect to **multiple** merchants, and defining merchant **segments**. Each merchant is associated with one of the defined merchant segments. The transactions of the consumer are applied to each of a set of merchant segment predictive models by a computer, to produce a predicted behavior in each of a subset of the merchant segments for each consumer.
DESCRIPTION - Each model defines a prediction **function** between input transactions in a past time interval and financial behavior in a subsequent time interval. The merchant segments include an Internet bookstore and Internet merchant. INDEPENDENT CLAIMS are also included for the following:

a. a system for predicting financial behavior of consumers
b. a computer-readable medium comprising computer-readable code for predicting financial behavior of consumers.

USE - Used for a merchant, retailer, advertiser and financial institution to predict financial behavior of a consumer e.g. business traveler and bargain shopper.
ADVANTAGE - The method analyzes historical consumer financial behavior to accurately predict future spending behavior and likely responses to particular **marketing** efforts, in specifically identified data-driven industry segments. The consumers and merchants are represented in a common vector space,

such that merchants who are similar to the consumer can be easily determined, even if the consumer has never purchased from these merchants before. The predictive models are specific to merchant clusters that actually appear in the underlying spending data, instead of for arbitrary classifications of merchants such as standardized industry classification (SIC) classes. The method accurately reflects how the consumers have spent and will spend at the merchants, because the consumer spending data of those consumers who actually purchased at the merchants in the merchant clusters is used.
DESCRIPTION OF DRAWINGS - The drawing shows an illustration of merchant vector representation.

Title Terms /Index Terms/Additional Words: CONSUME; BUSINESS; FINANCIAL; BEHAVE; PREDICT; METHOD; APPLY; INPUT; TRANSACTION; MERCHANT; SEGMENT; MODEL; PRODUCE
ECLA: G06Q-030/00A
US Classification, Current Main: 705-010000; Secondary: 705-014000, 705-026000, 706-006000
US Classification, Issued: 7066, 70514, 70526, 70510
File Segment: EPI;
DWPI Class: T01
Manual Codes (EPI/S-X): T01-N01A2C; T01-S03

16/3K/9 (Item 6 from file: 349)
DIALOG(R)File 349: PCT FULLTEXT

00871884

SYSTEM AND METHOD FOR USING PSYCHOLOGICAL SIGNIFICANCE PATTERN INFORMATION FOR MATCHING WITH TARGET INFORMATION
SYSTEME ET PROCEDE FAISANT APPEL A DES INFORMATIONS DE MODELES DE PORTEE PSYCHOLOGIQUE POUR LES METTRE EN CORRESPONDANCE AVEC DES INFORMATIONS CIBLES

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Patent Applicant/Inventor:

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Legal Representative:

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	Country	Number	Kind	Date
Patent	WO	200205123	A2	20020117
Application	WO	2001US41261		20010705
Priorities	US	2000216469		20000706

Designated States: (Protection type is "Patent" unless otherwise stated - for applications prior to 2004)
AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZW

[EP] AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LU; MC; NL; PT; SE; TR;

[OA] BF; BJ; CF; CG; CI; CM; GA; GN; GW; ML; MR; NE; SN; TD; TG;

[AP] GH; GM; KE; LS; MW; MZ; SD; SL; SZ; TZ; UG; ZW;

[EA] AM; AZ; BY; KG; KZ; MD; RU; TJ; TM;

Claims:

...methods and then use the results from such an analysis to assign the scoring matrix. The response of the user may be ignored in the **calculation** of the ...not show a factor analysis, Le., show a 0.40 correlation coefficient or less, for example, to the desired characteristic, are ignored in determining or **calculating** the significance pattem. The profiling program 184 (filustrated in Fig. 1) **calculates** the mean and standard deviation for all answers for each user and then nonnalizes the answers based on these two numbers, thereby expressing a set of responses as norinalized standard deviations. Each **response** is then multiplied by an **appropriate** factor, to generate an aggregate score set, representing the significance pattem. Each aggregate score set contains a score for each characteristic listed in Table 1... ...aggregate score set is then further nonnalized by taking the aggregate score set of a suitable large number of users (e.g., more than 75), **calculating** a mean and standard deviation for each type of aggregate score for each characteristic, and then flirther normalizing each user's score for that distribution... ...score table wherein the response to each question is assigned a weight (positive or negative) for each scale. Multiply weights by double-normalized data and **add** the results to get the user's aggregate score under
each scale. 611Nine scales (also known as "indexes") are currently used: 615, 617OJ...one of the archetypes, for at least 95% of the population. 625 The correlations derived to each archetype detennine that individual's personal style. Further **algorithms** relate this style assignment to actual probabilities of behavior or preference, as described hereunder.Pearson Correlation CoefricientThe Pearson Correlation indicated above is described in... ...would be associated with low scores on the Y-axis. A correlation of 0 means there is no linear relationship between the two variables. The **formula** for Pearson's correlation talces on many forms. A conunonly used **formula** is shown below. The **formula** looks a bit complicated, but taken step by step as shown in the numerical example below, it is really quite

simple.IXIV'2xV - Nr... ...numbers associated with a specific archetype, then this high correlation (0.9608) would characterize this user as highly likely to have characteristics of this archetype.**CalculatinjZ** z seoresA simpler looking **formula** can be used if the numbers are converted into z scores::EzxzgNwhere zx (inverted exclamation mark)s the variable X converted into z... ...a normal distribution with a mean of 0 and a standard deviation of 1. Normal distributions can be transformed to standard normaldistributions by the **formula**:z = (x- PL)AJwhere X (inverted exclamation mark)s a score from the original normal distribution, pL (inverted exclamation mark)s the mean of...these were the only clusters containing at least 2% of the population of 1373 individuals) were identified in the data. A plot of these eight **clusters** using the **two** largest Principal Components, which together account for over 80% of the variability in the population, is shown above. In order to lay the foundation for the identification of archetypes, for each of these clusters the average scores were **calculated** for all eleven trait variables. By simple pairw(inverted exclamation mark)se correlation, any individual's 1 1 -score set can be compared to each... ...addition, variations of the questions or types of questions may be employed in the invention.33Fig. 5 illustrates a high-level block diagram, showing **targeted marketing** based on the **user**'s significance **pattern**. In the first step, as shown in 502, the user logs onto the system. by accessing the Website and entering the correct user name and... ...in the art will recognize that other infonnation about the user may also be retrieved from the corresponding database. After the system retrieves the significance **pattern**, the system may **target** the **user** at step 506, e.g., by showing **ads** on the Web page that of the invention.34CLAIMS1 CLAIM:A computer implemented method for matching a computer user with targetinfonnation comprising ...

16/3K/16 (Item 13 from file: 349)
DIALOG(R)File 349: PCT FULLTEXT

00813269

AUTOMATIC MARKETING PROCESS
PROCESSUS DE COMMERCIALISATION AUTOMATIQUE

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Legal Representative:

- **LAURIE Ronald S(et al)(agent)**
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	Country	Number	Kind	Date
Patent	WO	200146896	A1	20010628
Application	WO	99US30793		19991220
Priorities	WO	99US30793		19991220

Designated States: (Protection type is "Patent" unless otherwise stated - for applications prior to 2004) AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CU, CZ, DE, DK, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, UA, UG, UZ, VN, YU, ZW

[EP] AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LU; MC; NL; PT; SE;

[OA] BF; BJ; CF; CG; CI; CM; GA; GN; GW; ML; MR; NE; SN; TD; TG;

[AP] GH; GM; KE; LS; MW; SD; SL; SZ; TZ; UG; ZW;

[EA] AM; AZ; BY; KG; KZ; MD; RU; TJ; TM;

Claims:

I 1. A computer-implemented method for automatically optimizing a **marketing campaign**, comprising the steps of(a) accessing a training database comprising a plurality of consumer records, each consumer record including at least one attribute and a predictive variable, said predictive variable pertaining to a consumer behavior;(b) segmenting said training database to create a model having a **plurality** of **segments**, each **segment** comprising at least one of said consumer records, byanalyzing values of said at least one attribute;(c) for at least one of said segments, **calculating** a score predicting said consumerI 0 **behavior** ; andI I (d) selecting **target consumers** from a prospect database using said model; for use in iteratively **optimizing** a **marketing campaign**, **targeting** said **consumer behavior**, in an automated fashion. 2 The method of claim I where said segmenting step includes recursively determining the best split, including deten-nining which attribute...

B. Additional Resources Searched

Google: See attached document.

II. Inventor Search Results from Dialog

17/5/1 (Item 1 from file: 350)
DIALOG(R)File 350: Derwent WPIX

0010857050 *Drawing available*
WPI Acc no: 2001-475910/200151
Related WPI Acc No: 2001-475911; 2001-638774
XRPX Acc No: N2001-352250
Method of improving performance of advertisements in interactive media by reading prior stage message state including cumulative number of trials and successes
Patent Assignee: MEYER C (MEYE-I); PARAMARK INC (PARA-N); PROD ENGINE INC (ENGI-N); GOOGLE INC (GOOG)
Inventor: LENDERMAN J S; **RANKA S**; WEISINGER J; WEISINGER J R

Patent Family (8 patents, 89 countries)							
Patent Number	**Kind**	**Date**	**Application Number**	**Kind**	**Date**	**Update**	**Type**
WO 2001048665	A1	20010705	WO 2000US35405	A	20001227	200151	B
AU 200126025	A	20010709	AU 200126025	A	20001227	200164	E
US 7130808	B1	20061031	US 1999173689	P	19991229	200671	E
			US 2000586387	A	20000602		
US 20070050204	A1	20070301	US 1999173689	P	19991229	200718	E
			US 2000586387	A	20000602		
			US 2006589408	A	20061030		
US 7415423	B2	20080819	US 1999173689	P	19991229	200857	E
			US 2000586387	A	20000602		
			US 2006589408	A	20061030		
US 20080306810	A1	20081211	US 1999173689	P	19991229	200903	E
			US 2000586387	A	20000602		
			US 2006589408	A	20061030		
			US 2008193163	A	20080818		
US 7756741	B2	20100713	US 1999173689	P	19991229	201046	E
			US 2000586387	A	20000602		
			US 2006589408	A	20061030		
			US 2008193163	A	20080818		
US 8086485	B1	20111227	US 1999173689	P	19991229	201203	E
			US 2000586387	A	20000602		
			US 2006589408	A	20061030		

			US 2008193163	A	20080818	
			US 2009541528	A	20090814	

Priority Applications (no., kind, date): US 1999173689 P 19991229; US 2000586387 A 20000602; US 2006589408 A 20061030; US 2008193163 A 20080818; US 2009541528 A 20090814

Alerting Abstract WO A1
NOVELTY - Method consists in reading the prior stage message (web banner ad or e-mail) state which includes a cumulative number of trials and successes, reading message performance results, computing the current message state and generating the current message allocation. The current message is stored for the next iteration, the state vector for the total number of discounted cumulative clicks is read and stored, and a message allocation constraint relating to the minimum number of banners to be retained at any stage of the campaign is applied and stored.
DESCRIPTION - There are INDEPENDENT CLAIMS for (1) a computer program, (2) a computer system.
USE - Method is for optimizing the performance of banner ads presented on internet web sites.
ADVANTAGE - Method enables an advertiser to display different banners etc. based on a time-of-day **user** web browsing **profile** which includes geographic location, **demographic** information etc., and automatically optimizes allocations for banner ads.
DESCRIPTION OF DRAWINGS - The figure shows a flow chart of the optimization procedure.

Title Terms /Index Terms/Additional Words: METHOD; IMPROVE; PERFORMANCE; ADVERTISE; INTERACT; MEDIUM; READ; PRIOR; STAGE; MESSAGE; STATE; CUMULATIVE; NUMBER
ECLA: G06Q-030/00A
US Classification, Current Main: 705-010000, 705-014410, 705-014430; Secondary: 705-007290, 705-012000 , 705-014000, 705-011000, 705-027000
US Classification, Issued: 705001000, 705010000, 705010000, 705012000, 705010000, 705012000, 705014000 , 705010000, 705012000, 705014000, 705027000, 705011000, 705010000, 705011000, 705012000, 705014000, 705027000
File Segment: EPI;
DWPI Class: T01; W01
Manual Codes (EPI/S-X): T01-J05A

17/3K/1 (Item 1 from file: 349)
DIALOG(R)File 349: PCT FULLTEXT

00815112

SYSTEM, METHOD AND BUSINESS OPERATING MODEL OPTIMIZING THE PERFORMANCE OF ADVERTISEMENTS OR MESSAGES IN INTERACTIVE MEASURABLE MEDIUMS
SYSTEME, PROCEDE ET MODELE D'OPERATION COMMERCIALE OPTIMISANT LES

PERFORMANCES DE MESSAGES PUBLICITAIRES OU DE MESSAGES DANS DES MEDIA MESURABLES INTERACTIFS

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- **...RANKA Sanjay**

Legal Representative:

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	Country	Number	Kind	Date
Patent	WO	200148666	A1	20010705
Application	WO	2000US35408		20001227
Priorities	US	99173689		19991229
	US	2000586393		20000602

Designated States: (Protection type is "Patent" unless otherwise stated - for applications prior to 2004)
AE, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CU, CZ, DE, DK, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, UA, UG, UZ, VN, YU, ZA, ZW

[EP] AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LU; MC; NL; PT; SE; TR;

[OA] BF; BJ; CF; CG; CI; CM; GA; GN; GW; ML; MR; NE; SN; TD; TG;

[AP] GH; GM; KE; LS; MW; MZ; SD; SL; SZ; TZ; UG; ZW;

[EA] AM; AZ; BY; KG; KZ; MD; RU; TJ; TM;

Detailed Description:

...placement dimensions so as to optimize the objective specified by the message provider, such as an advertiser. In addition, the inventive system and method gather **user** input and **optimize** for higher-level **attributes** that are more relevant to the advertiser. For instance, in a given situation, a banner ad may be viewed as consisting of three attributes.

16/5/1 (Item 1 from file: 2)
DIALOG(R)File 2: INSPEC

12048165
Title: Deriving low-level steering behaviors from trajectory data
Author(s): Croitoru, A.[1]
Affiliation(s):
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Email: croitoru@ualberta.ca
Inclusive Page Numbers: 583-90
Publisher: IEEE, Piscataway, NJ
Country of Publication: USA
Publication Date: 2009
Conference Title: 2009 IEEE International Conference on Data Mining Workshops (ICDMW 2009)
Conference Date: 6 Dec. 2009
Conference Location: Miami, FL, USA
Editor(s): Saygin, Y. Yu, J.X. Kargupta, H. Wei Wang **Ranka, S.** Yu, P.S. Xindong Wu
ISBN: 978-1-4244-5384-9
U.S. Copyright Clearance Center Code: 978-0-7695-3902-7/09/$26.00
Item Identifier (DOI): 10.1109/ICDMW.2009.76
Language: English
Document Type: Conference Paper (PA)
Treatment: Theoretical or Mathematical (T)
Abstract: Emergent behavior, such as flocks and swarms appears in numerous multi-agent systems in nature. Such behaviors emerge not through centralized high-level control, but through low-level local interactions between each agent and its immediate environment. The understanding of individual local interactions between agents within a group is therefore essential for the understanding of emergent group behaviors. The focus of recent work has been primarily on developing tools for the detection and mining of group behaviors (e. g., spatiotemporal clusters), without offering the ability to link such behaviors to individual agent behavior. Focusing on steering behaviors, this work aims to address this gap by developing a methodology for estimating agent steering behaviors that would explain the emergent group behavior observed in trajectory data. In particular, we present a particle swarm optimization-based tracking scheme for deriving agent steering behaviors based on Reynolds' boids model. The paper formally outlines the low-level agent behavior derivation problem and discusses our proposed methodology. In addition, results from implementing our approach on real-world data are presented. (*20 refs.*)
Subfile(s): C (Computing & Control Engineering)

Descriptors: multi-agent systems; particle swarm optimisation
Identifiers: low level steering behavior; trajectory data; multi-agent system; low level local interaction; individual local interaction; emergent group **behavior**; group **behaviors** mining; spatiotemporal cluster; **individual** agent **behavior**; particle swarm **optimization** based tracking; Reynolds boids model; low level agent behavior derivation problem
Classification Codes: C1230 (Artificial intelligence); C1180 (Optimisation techniques)
INSPEC Update Issue: 2010-004

III. Text Search Results from Dialog

A. Patent Files, Abstract

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File 347:JAPIO Dec 1976-2012/JAN(Updated 120427)
         (c) 2012 JPO & JAPIO
File 350:Derwent WPIX 1963-2011/UD=201232
         (c) 2012 Thomson Reuters

Set     Items   Description
S1     161244   (TARGET? OR PROFIL? OR ENRICHED OR ENRICHING OR ENHANCED OR
OPTIMIZ? OR OPTIMIS? OR IMPROV?) (5N) (VISITOR? ? OR INDIVIDUAL? ? OR PEOPLE OR
PERSON? ? OR CUSTOMER? ? OR CONSUMER? ? OR USER? ? OR PATRON? ? OR CLIENT? ? OR
CLIENTELE)

S2       3006   S1 (5N) (LIFESTYLE? ? OR SOCIOECONOMIC? OR SOCIO()ECONOMIC? OR
DEMOGRAPH? OR ATTRIBUT? OR HABIT? ? OR PATTERN? ? OR BEHAVIOR? ? OR BEHAVIOUR? ?)

S3    1191086   (MULTIPLE OR PLURAL? OR DIFFERENT OR SECOND OR SEVERAL OR ASSORTED
OR TWO OR FIRST OR SECOND OR THIRD OR MANY OR RELATED OR DEPENDENT) (5N) (SEGMENT?
OR DIVIDE? ? OR DIVIDING OR DIVISION? ? OR TIER? ? OR LEVEL? ? OR CLUSTER? ? OR
BUNDL? OR CATEGORIES OR CATEGORY OR CLASSIFY??? OR CLASSIFIES OR SUBSET? ? OR
SUBGROUP? ? OR POPULATION? ? OR GROUP? ? OR COMMUNITY OR COMMUNITIES)

S4        240   (GREEDY) (5N) (MATHEMATICAL? ? OR FUNCTION? ? OR ARITHMETIC? ? OR
 FORMULA? ? OR EQUATION? ? OR ALGORITHM? ? OR CALCULAT?)

S5      39283   (APPROPRIATE OR FAVOURABLE OR FAVORABLE OR SUITABLE OR DESIRABLE OR
 DESIRE? ? OR DESIRED OR PREFERENTIAL OR PREFERENCE? ?) (5N) (RESPONSE? ? OR REPLY
OR REPLIES OR ANSWER? ? OR REACTION? ? OR FEEDBACK OR ACKNOWLEDG? OR AWARE? ?)

S6       1072   S5 (5N) (AD? ? OR ADVERTISING OR ADVERTISEMENT? OR MARKETING OR
PROMO? ? OR PROMOTION? ? OR MESSAGE? ? OR COMMERCIAL? ? OR COMMUNICATION? OR EMAIL?
? OR BANNER? ? OR CAMPAIGN? ?)

S7        872   AU=(RANKA, S? OR RANKA S? OR RANKA(2N)(S OR SANJAY) OR CHANG, E? OR
CHANG E? OR CHANG(2N)(E OR E. DIANE) OR VEINER, D? OR VEINER D? OR VEINER(2N)(D OR
DANIEL))

S8    2077681   IC=(G06F OR G06Q)
S9        433   S2 AND S3
S10         0   S9 AND S4
S11       166   S9 AND (MATHEMATICAL? ? OR FUNCTION? ? OR ARITHMETIC? ? OR FORMULA?
? OR EQUATION? ? OR ALGORITHM? ? OR CALCULAT?)

S12         5   S11 AND S5
S13        93   S11 AND (AD? ? OR ADVERTISING OR ADVERTISEMENT? OR MARKETING OR
PROMO? ? OR PROMOTION? ? OR MESSAGE? ? OR COMMERCIAL? ? OR COMMUNICATION? OR EMAIL?
? OR BANNER? ? OR CAMPAIGN? ?)

S14        95   S12 OR S13
S15        10   S14 NOT AY>2001
S16        34   S7 AND S1
S17         1   S7 AND S2
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15/5/1 (Item 1 from file: 347)
DIALOG(R)File 347: JAPIO

09537155 **Image available**
INTERNET COMMUNICATION SERVER AND COMMUNITY RECOMMENDATION METHOD

Pub. No.: 2008-242521 [JP 2008242521 A]
Published: October 09, 2008 (20081009)
Inventor: IKEMIZU KENJI
Applicant: FUJIFILM CORP
Application No.: 2007-077714 [JP 200777714]
Filed: March 23, 2007 (20070323)

International Patent Class (v8 + Attributes)
IPC + Level Value Position Status Version Action Source Office:

G06Q-0050/00	A	I	F	B	20060101	20080912	H JP
G06F-0017/30	A	I	L	B	20060101	20080912	H JP
G06Q-0010/00	A	I	L	B	20060101	20080912	H JP
G06F-0013/00	A	I	L	B	20060101	20080912	H JP

ABSTRACT

PROBLEM TO BE SOLVED: To eliminate trouble of retrieving a community by a user, and to recommend the community fit for liking and the taste of the user, in **communication** service.

SOLUTION: A community attribute registration part 14 stores an attribute showing a characteristic of the community in a community attribute management database 15. A user **attribute** registration part 12 stores a **profile** of the **user** in a **user attribute** management database 13. A user/community relevance **calculation** part 16 acquires the community having the **attribute** according with **profile** information stored in the **user attribute** management database 13 from the community attribute management database 15, and adds the acquired community to a recommendation list. An evaluation point is increased by +1 about the **community** acquired for a **plurality** of the attributes. Evaluation points of the recommendation list is displayed on a screen in decending order and the community is recommended to the user 21.

15/5/4 (Item 2 from file: 350)
DIALOG(R)File 350: Derwent WPIX

0013551230 *Drawing available*
WPI Acc no: 2003-645155/200361
XRPX Acc No: N2003-513239

Media presentation rating stream production method involves combining rating information from multiple users after determining grouping of multiple users based on demographic data
Patent Assignee: BAUM F (BAUM-I); KNOWLEDGE NETWORKS INC (KNOW-N)
Inventor: BAUM F

Patent Family (2 patents, 1 countries)							
Patent Number	**Kind**	**Date**	**Application Number**	**Kind**	**Date**	**Update**	**Type**
US 20030105870	A1	20030605	US 2001997218	A	20011130	200361	B
US 7343417	B2	20080311	US 2001997218	A	20011130	200822	E

Priority Applications (no., kind, date): US 2001997218 A 20011130

Alerting Abstract US A1
NOVELTY - The demographic data including data for profile categories e.g. gender are obtained. A video and rating indication display indicating user's rating of video element are produced at client unit and the rating information received from user is transmitted to server through Internet. The profile categories are selected to determine grouping of multiple users, before combining rating information from multiple users.
DESCRIPTION - An INDEPENDENT CLAIM is also included for media presentation rating stream production method.
USE - For producing rating stream concerning media presentation such as presidential debates.
ADVANTAGE - The rating information concerning a media presentation that more accurately reflects the opinions of public, by grouping the users based on the demographic data.
DESCRIPTION OF DRAWINGS - The figure shows the media presentation rating stream production system.

Title Terms /Index Terms/Additional Words: MEDIUM; PRESENT; RATING; STREAM; PRODUCE; METHOD; COMBINATION; INFORMATION; MULTIPLE; USER; AFTER; DETERMINE; GROUP; BASED; DATA

ECLA: G06Q-030/00A
US Classification, Current Main: 709-228000; Secondary: 709-203000
US Classification, Issued: 709203, 709228, 709228, 709229
File Segment: EPI;
DWPI Class: T01
Manual Codes (EPI/S-X): T01-N01A2; T01-N01A2C; T01-N02B2

15/5/7 (Item 5 from file: 350)
DIALOG(R)File 350: Derwent WPIX

0010942026 *Drawing available*
WPI Acc no: 2001-564580/200163
XRPX Acc No: N2001-420273

User reaction predicting method for computer based marketing, involves selecting set of mentors from users and objective archetypes and pairing the users with mentors for predicting the not rated item rating

Patent Assignee: GREENING D R (GREE-I); HEY J B (HEYJ-I)

Inventor: GREENING D R; HEY J B

Patent Family (1 patents, 1 countries)							
Patent Number	**Kind**	**Date**	**Application Number**	**Kind**	**Date**	**Update**	**Type**
US 20010013009	A1	20010809	US 199747220	P	19970520	200163	B
			US 199881264	A	19980519		

Priority Applications (no., kind, date): US 199747220 P 19970520; US 199881264 A 19980519

Alerting Abstract US A1

NOVELTY - A rating representing the user reaction to the item, several objective archetypes (104), representing hypothetical user and associated item and rating representing hypothesized reaction are defined. A set of mentors (120) from the user **group** and from **several** objective archetypes is selected, based on similarity of rating of each user in group and each objective archetype. Each mentor is paired successively with selected user and similarity **function** representing overall pair rating agreement is computed. The selected user rating for not rated items is predicted from similarity **functions** and mentor ratings of item.

DESCRIPTION - An INDEPENDENT CLAIM is also included for user's reaction predicting system.

USE - For computer based **marketing** of items such as movies, books, music, games, food, groceries, special interest clubs, chat groups, online forums, web sites and **advertising**.

ADVANTAGE - Archetype recommendation provides ability to predict user's response to new items and recommend new items to a user efficiently and accurately. Objective archetype rates all items satisfying best rating criterion.

DESCRIPTION OF DRAWINGS - The figure shows flow diagram of logical architecture of system and method for recommending items.

104 Objective archetypes

120 Mentors

Title Terms /Index Terms/Additional Words: USER; REACT; PREDICT; METHOD; COMPUTER; BASED; MARKET; SELECT; SET; OBJECTIVE; PAIR; RATE; ITEM; RATING

ECLA: G06Q-030/00A

US Classification, Current Main: 705-007140; Secondary: 702-181000, 705-007290

US Classification, Issued: 70510, 702181

File Segment: EPI;

DWPI Class: T01; T05

Manual Codes (EPI/S-X): T01-J03; T01-J05A2; T05-F

15/5/8 (Item 6 from file: 350)

DIALOG(R)File 350: Derwent WPIX

0010908725 *Drawing available*
WPI Acc no: 2001-529791/200158
Related WPI Acc No: 2003-789189
XRPX Acc No: N2001-393227
Data processing system for electronic commerce transaction, selects and executes interactive steps corresponding to selected presentation options
Patent Assignee: XPENSWISE.COM INC (XPEN-N); XPENSEWISE.COM INC (XPEN-N)
Inventor: ADDINGTON W; LITZOW S; RICE R

Patent Family (4 patents, 92 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
WO 2001057616	A2	20010809	WO 2001US3582	A	20010202	200158	B
AU 200136642	A	20010814	AU 200136642	A	20010202	200173	E
US 7072858	B1	20060704	US 2000180363	P	20000204	200644	E
			US 2000203183	P	20000508		
			US 2000714853	A	20001115		
WO 2001057616	A3	20020307	WO 2001US3582	A	20010202	201201	E

Priority Applications (no., kind, date): US 2000180363 P 20000204; US 2000203183 P 20000508; US 2000714853 A 20001115

Alerting Abstract WO A2
NOVELTY - System controller selectively retrieves and compares vendor entered information with stored flexible representation of product definition in extensible transaction database. Interactive script presents an option to select entry from either retrieved data, vendor entered information or to refine vendor entered information. Interactive scripts are selected and executed corresponding to the selected presentation **functions**.
DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

A. Method to compile the customer database;
B. Method to facilitate electronic commerce

USE - For electronic commerce transaction.
ADVANTAGE - Maximizes efficiency of **marketing** process as vendors present offers only to likely customers. Eliminates expenses associated with **advertising**, **marketing** and stores front warehousing and supply. Focus groups and vendors are required to risk losses due to test **marketing**.
DESCRIPTION OF DRAWINGS - The figure shows the data processing system marketed with natural partner, banking services.

Title Terms /Index Terms/Additional Words: DATA; PROCESS; SYSTEM; ELECTRONIC; TRANSACTION; SELECT; EXECUTE; INTERACT; STEP; CORRESPOND; PRESENT; OPTION
ECLA: G06Q-030/00A
US Classification, Issued: 705026000, 705014000
File Segment: EPI;
DWPI Class: T01

Manual Codes (EPI/S-X): T01-E01B; T01-E01C; T01-F05A; T01-H07C5E; T01-J05A1; T01-J05A2; T01-J05B2; T01-J05B4

B. Patent Files, Full-Text

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File 348:EUROPEAN PATENTS 1978-201220
         (c) 2012 European Patent Office
File 349:PCT FULLTEXT 1979-2012/UB=20120503|UT=20120426
         (c) 2012 WIPO/Thomson

Set     Items   Description
S1     143191   (TARGET? OR PROFIL? OR ENRICHED OR ENRICHING OR ENHANCED OR
OPTIMIZ? OR OPTIMIS? OR IMPROV?) (5N) (VISITOR? ? OR INDIVIDUAL? ? OR PEOPLE OR
PERSON? ? OR CUSTOMER? ? OR CONSUMER? ? OR USER? ? OR PATRON? ? OR CLIENT? ? OR
CLIENTELE)

S2       5962   S1 (5N) (LIFESTYLE? ? OR SOCIOECONOMIC? OR SOCIO()ECONOMIC? OR
DEMOGRAPH? OR ATTRIBUT? OR HABIT? ? OR PATTERN? ? OR BEHAVIOR? ? OR BEHAVIOUR? ?)

S3    1031589   (MULTIPLE OR PLURAL? OR DIFFERENT OR SECOND OR SEVERAL OR ASSORTED
OR TWO OR FIRST OR SECOND OR THIRD OR MANY OR RELATED OR DEPENDENT) (5N) (SEGMENT?
OR DIVIDE? ? OR DIVIDING OR DIVISION? ? OR TIER? ? OR LEVEL? ? OR CLUSTER? ? OR
BUNDL? OR CATEGORIES OR CATEGORY OR CLASSIFY??? OR CLASSIFIES OR SUBSET? ? OR
SUBGROUP? ? OR POPULATION? ? OR GROUP? ? OR COMMUNITY OR COMMUNITIES)

S4        913   (GREEDY) (5N) (MATHEMATICAL? ? OR FUNCTION? ? OR ARITHMETIC? ? OR
 FORMULA? ? OR EQUATION? ? OR ALGORITHM? ? OR CALCULAT?)

S5     226425   (APPROPRIATE OR FAVOURABLE OR FAVORABLE OR SUITABLE OR DESIRABLE OR
 DESIRE? ? OR DESIRED OR PREFERENTIAL OR PREFERENCE? ?) (5N) (RESPONSE? ? OR REPLY
OR REPLIES OR ANSWER? ? OR REACTION? ? OR FEEDBACK OR ACKNOWLEDG? OR AWARE? ?)

S6       5571   S5 (5N) (AD? ? OR ADVERTISING OR ADVERTISEMENT? OR MARKETING OR
PROMO? ? OR PROMOTION? ? OR MESSAGE? ? OR COMMERCIAL? ? OR COMMUNICATION? OR EMAIL?
? OR BANNER? ? OR CAMPAIGN? ?)

S7        372   AU=(RANKA, S? OR RANKA S? OR RANKA(2N)(S OR SANJAY) OR CHANG, E? OR
CHANG E? OR CHANG(2N)(E OR E. DIANE) OR VEINER, D? OR VEINER D? OR VEINER(2N)(D OR
DANIEL))

S8     329742   IC=(G06F OR G06Q)
S9        468   S2(S)S3
S10         0   S9(S)S4
S11       147   S9(S)(MATHEMATICAL? ? OR FUNCTION? ? OR ARITHMETIC? ? OR FORMULA? ?
OR EQUATION? ? OR ALGORITHM? ? OR CALCULAT?)

S12        26   S11(S)S5
S13        93   S11(S)(AD? ? OR ADVERTISING OR ADVERTISEMENT? OR MARKETING OR
PROMO? ? OR PROMOTION? ? OR MESSAGE? ? OR COMMERCIAL? ? OR COMMUNICATION? OR EMAIL?
? OR BANNER? ? OR CAMPAIGN? ?)

S14        97   S12 OR S13
```

```
S15          55    S14 NOT AY>2001
S16          46    S15 AND S8
S17           1    S7 AND S2
```

DIALOG(R)File 348: EUROPEAN PATENTS

16/3K/1 (Item 1 from file: 348)
02334521

Method of and system for enabling brand-image communication between vendors and consumers
Verfahren und System zur Ermoglichung der Markenbilder-Kommunikation zwischen Handlern und Verbrauchern
Procede et systeme pour activer une communication d'image de marque entre les vendeurs et les consommateurs

Patent Assignee:

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  Soundview Plaza, 1266 East Main Street; Stamford, CT 06902 (US)
  (Applicant designated States: all)

Inventor:

- **Perkowski, Thomas J.**
  10 Waldon Road; DarienConnecticut 06820; (US)

Legal Representative:

- **Dunlop, Hugh Christopher et al (59552)**
  R G C Jenkins & Co. 26 Caxton Street; London SW1H 0RJ; (GB)

	Country	Number	Kind	Date	
Patent	EP	1841195	A1	20071003	(Basic)
Application	EP	2007011587		20001117	
Priorities	US	441973		19991117	
	US	447121		19991122	
	US	465859		19991217	
	US	483105		20000114	
	US	599690		20000622	
	US	641908		20000818	
	US	695744		20001024	

Designated States:
AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI; LU; MC; NL; PT; SE; TR

Related Parent Numbers: Patent (Application):EP 1616266 (EP 2000980530)

Abstract Word Count: 199
NOTE: Figure number on first page: 2B1

Specification: ...technology and consulting services necessary to run the promotions on clients' own Web sites, and offering direct marketing e-mail services using a database of **customer profiles**. Recently, two principally different methods have been proposed for providing product information to consumers over the Internet.

<PATCIT ID=PCIT0001 DNUM=US5640193A> US Patent No...machines operated by retailers and manufacturers alike. The information server supporting the central e-mail server 88 may also support an http server and a **suitable** database interface to enable retailer and manufacturers alike to access the RDBMS 89A and RDBMS 89B over the Internet using XML, EDI, ftp or other... ...to its product inquires when using this e-mail CPI-related transport service. Having provided an overview of the functions of the e-mail CPI-**related** transport service of the present invention, it is appropriate at this juncture to briefly describe the primary functions to be performed by central e-mail...algorithm parameter specifications.

31. (31) java.sql: Provides the JDBC package.

32. (32) java.text: Provides classes and interfaces for handling text, dates, numbers and **messages** in a manner independent of natural languages.

33. (33) java.util: Contains the collections framework, legacy collection classes, event model, date and time facilities, internationalization...

16/3K/14 (Item 11 from file: 349)
DIALOG(R)File 349: PCT FULLTEXT

00820471

ELECTRONIC COMMERCE SERVICES
SERVICES DESTINES AU COMMERCE ELECTRONIQUE

Patent Applicant/Patent Assignee:

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Legal Representative:

- **VAN GIESON Edward A(et al)(agent)**
  Fenwick & West LLP, Two Palo Alto Square, Palo Alto, CA 94306; US

	Country	Number	Kind	Date
Patent	WO	200154034	A1	20010726
Application	WO	2001US1862		20010119
Priorities	US	2000177451		20000121
	US	2000626534		20000727

Designated States: (Protection type is "Patent" unless otherwise stated - for applications prior to 2004)
AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CR, CU, CZ, DE, DK, DM, DZ, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, UZ, VN, YU, ZA, ZW

[EP] AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LU; MC; NL; PT; SE; TR;

[OA] BF; BJ; CF; CG; CI; CM; GA; GN; GW; ML; MR; NE; SN; TD; TG;

[AP] GH; GM; KE; LS; MW; MZ; SD; SL; SZ; TZ; UG; ZW;

[EA] AM; AZ; BY; KG; KZ; MD; RU; TJ; TM;

Detailed Description:

...one set of demographic attributes for each identifiable browser in the demographic database; a marketing segment database coupled to the host server storing at least **two** preselected demographic market **segments**; and a decision engine coupled to the host server, the decision engine receiving an identification code stored in the visitor's computer and selecting one of the
4
at least **two** market **segments** as a ftinction of the **attributes** of the **visitor's demographic profile**. In a preferred embodiment, a **visitor**'s metrics module is used to record click stream data as the visitor browses the custom content served by the client server as a **function** of the selected market segment.

16/3K/15 (Item 12 from file: 349)
DIALOG(R)File 349: PCT FULLTEXT

00818658

A SYSTEM AND METHOD FOR PROVIDING A DISTRIBUTED MARKETING PRESENTATION
SYSTEME ET PROCEDE PERMETTANT DE FOURNIR UNE PRESENTATION COMMERCIALE DISTRIBUEE

Patent Applicant/Patent Assignee:

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  2440 West El Camino Real, Suite 300, Mountain View, CA 94040; US; US(Residence); US(Nationality)

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- **LI Yufeng**
  2310 Alcalde Street, Santa Clara, CA 95054; US
- **BO Li**
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- **ZHU Victor S**
  10 Mulberry Court #7, Belmont, CA 94002; US
- **LI Yang**
  46728 Crawford Street, #12, Fremont, CA 94539; US

Legal Representative:

- **YI Susan C (agent)**
  Ritter, Van Pelt & Yi LLP, 4906 El Camino Real, Suite 205, Los Altos, CA 94022; US

	Country	Number	Kind	Date
Patent	WO	200152165	A1	20010719
Application	WO	2001US525		20010108
Priorities	US	2000175869		20000112
	US	2000483388		20000113
	US	2000483175		20000113

Designated States: (Protection type is "Patent" unless otherwise stated - for applications prior to 2004)
AE, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CR, CU, CZ, DE, DK, DM, EE, ES,

FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, UZ, VN, YU, ZA, ZW

[EP] AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LU; MC; NL; PT; SE; TR;

[OA] BF; BJ; CF; CG; CI; CM; GA; GN; GW; ML; MR; NE; SN; TD; TG;

[AP] GH; GM; KE; LS; MW; MZ; SD; SL; SZ; TZ; UG; ZW;

[EA] AM; AZ; BY; KG; KZ; MD; RU; TJ; TM;

Claims:

amendments
A SYSTEM AND METHOD FOR PROVIDING A DISTRIBUTED**MARKETING** PRESENTATIONFIELD OF THE INVENTIONThe present invention relates to electronic commerce. In particular, thepresent invention relates to presenting information related to **marketing** for use with a computer system.RELATED APPLICATIONSThis application claims priority to US Provisional Application Serial No.60/175,869 entitled A SYSTEM AND METHOD FOR PROVIDING A**MARKETING** PRESENTATION, filed January 12, 2000, which is hereinincorporated by reference for all purposes. This application is related to US Application Serial No. 09/483,175 entitled ASYSTEM AND METHOD FOR PROVIDING A **MARKETING** PRESENTATION,filed January 13, 2000.BACKGROUND OF THE INVENTIONAlthough a **commercial** presence over the Internet is becoming standard, it is 'll very expensive and requires software experts to create and maintai ialsti i in a commercwebsite. A typical scenario may require a **marketing** group to create and maintain a **marketing** presentation but the **marketing** people are typically unable to directlyIincorporate their presentation. It is typical for the **marketing** personnel to notify technical personnel who can then create a new website or update a current website according to the directions given by the **marketing** personnel. In doing so, the technical personnel typically hard codes the instructions. Accordingly, the **marketing** personnel is a step away from the final creative product. Due to the high cost and complexity of requiring a technical personnel to hard code each change to an existingweb page or to hard code a new web page, the **marketing** personnel may bediscouraged from making regular changes to the web page. This reluctance to make regular changes to the offering may place the electronic commerce merchant at a disadvantage to a traditional competitor since, in a traditional store, daily specials, weekly specials, and seasonal **campaigns** such as Christmas gift **advertising** are commonly used. It would be desirable to allow non-technical personnel, such as a **marketing** person, to create and update a web page, such as a **marketing** web page. The present invention addresses such a need.SUMMARY OF THE INVENTIONAccording to an embodiment of the present invention, a web page can bedynamically created by a non-technical person. A technical person can set up a web page and incorporate **marketing** object containers. A non-technical person, such as a **marketing** person, then decides what **marketing** objects to put into the various **marketing** object containers. Style templates, **marketing campaigns**, and various items associated with the **campaigns** may be used to create or change the web page. According to an embodiment of the present invention, these **marketing** object2containers may be dynamically associated with different **marketing** objects at different times. A method according to an embodiment of the present invention for providing an electronic **marketing** presentation is presented. The method comprises renting out a **marketing** object container to a first party, wherein the **marketing** object

container is presented in a web page associated with a second party; selecting an attribute to be associated with the **marketing** object container, wherein the first party associates the attribute with the **marketing** object container; and sending the selected attribute to be automatically associated with the **marketing** object container.Another method according to an embodiment of the present invention forproviding an electronic **marketing** presentation is presented. The method comprises providing a **marketing** object container associated with a first party; associating the **marketing** object container with a website, wherein the website is associated with a second party; and associating an attribute with the **marketing** object container, wherein the first party associates the attribute with the **marketing** object container. A system according to an embodiment of the present invention for providing an electronic **marketing** presentation is also presented.

16/3K/24 (Item 21 from file: 349)
DIALOG(R)File 349: PCT FULLTEXT

00787796

METHOD AND SYSTEM FOR WEB USER PROFILING AND SELECTIVE CONTENT DELIVERY
PROCEDE ET SYSTEME SERVANT A ETABLIR UN PROFILE D'UTILISATEUR INTERNET ET LIVRAISON DE CONTENU SELECTIVE

Patent Applicant/Patent Assignee:

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Patent Applicant/Inventor:

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- **RASCON Arthur P**
  425 Woburn Street #47, Lexington, MA 02420; US; US(Residence); US(Nationality); (Designated only for: US)
- **ZIMMERMAN Richard S**
  22 Cross Street, Belmont, MA 024778; US; US(Residence); US(Nationality); (Designated only for: US)
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  90 Wenham Street #3, Jamaica Plain, MA 02130; US; US(Residence); US(Nationality); (Designated only for: US)
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  68 Pearson Road #2, Somerville, MA 02144; US; US(Residence); US(Nationality); (Designated only for: US)

Legal Representative:

- **VALLABH Rajesh(et al)(agent)**
  Hale and Dorr, LLP, 60 State Street, Boston, MA 02109; US

	Country	Number	Kind	Date
Patent	WO	200120481	A2	20010322
Application	WO	2000US24442		20000906
Priorities	US	99154640		19990917
	US	2000558755		20000421

Designated States: (Protection type is "Patent" unless otherwise stated - for applications prior to 2004)
AE, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CR, CU, CZ, DE, DK, DM, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZW

[EP] AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LU; MC; NL; PT; SE;

[OA] BF; BJ; CF; CG; CI; CM; GA; GN; GW; ML; MR; NE; SN; TD; TG;

[AP] GH; GM; KE; LS; MW; MZ; SD; SL; SZ; TZ; UG; ZW;

[EA] AM; AZ; BY; KG; KZ; MD; RU; TJ; TM;

Claims:

...FIGURE 4 is a block diagram illustrating the client profiling component of the inventive system; FIGURE 5 is a block diagram illustrating the direct client **communications**component of the inventive system;FIGURE 6 is a screen shot of an exemplary pop-up **advertisement** inaccordance with the invention;FIGURE 7 is a block diagram illustrating the master server synchronizationcomponent of the inventive system;FIGURE 8 is a block diagram illustrating the dynamic **campaign** manager ofthe inventive system;FIGURE 9 is a block diagram illustrating the data analysis system component of the inventive system,,FIGURE 10 is a... ...transfer from a ratings service to the inventive system.Detailed Description of Preferred EmbodimentsThe present invention is directed to a method and system for **profiling** Web **users** or **clients** based on their surfing **habits** and for selectively delivering content, e.g., **advertising**, to the users based on their profiles. FIGURE 1 illustrates a representative network in wNch the inventive system can be implemented. The network includes a plurality of client machines 10 operated by various individual users. The client machines 10 connect to multiple servers 12 via a **communication** channel 14, which is preferably the Internet. It may, however, alternatively comprise an Intranet or other known connections. In the case of the Internet, the...transmission control protocol/Internet protocol (TCP/IP) request to the server identified in the link and receives the Web page in return. The inventive system **profiles** Web **users** based on their surfing **habits** and also selectively and intelligently delivers content such as **advertising** to users based on their profiles. FIGURE 2 is a general overview of a preferred system architecture illustrating the interaction of the various system

components...User ID and URL information in the database 30. FIGURE 4 illustrates the client profiling component of the inventive system, which extracts, derives and updates **individual user** (i.e., **client**) **profiles** based on their **behavior** on the Internet as indicated by the data found in the browsed URL database (i.e., the UserID and URL database 30). User profile information... ...32, which contains demographic information on a large number of Internet URLs available from entities such as Nielsen (through a service called Nielsen NetRatings) that **profile** Web sites using panels of **users** having known **demographic** characteristics. The **client profiling** component extracts a set of **demographic** data associated with a particular Web site URL from thedatabase 32. The profiling component also extracts content affinity orpsychographic data from a categorized... ...for the profile also from database 32. Next, an existing user profile is pulled from a user profile database 34. Then, using a hybrid averaging **algorithm**, the URL demographic and content affinity data for URL requests made by a user and the user profile are combined to create an updated inferred user profile. One example of such an **algorithm** is an **algorithm** that provides a weighted average of the existing user profile data and the data gathered in the current Web browsing session. For example, the new... ...data gathered in the current session, all divided by the sum of the number of prior sessions plus one. This is represented in thefollowing **equation**:new user profile = (existing user profile X number of prior sessions + new user profile)/ (number of prior sessions + 1). This updated profile is stored back a profile is created using URL and contentaffinity data for URL requests made by the user.)in addition to updating (or creating) the **demographic** and psychographic **profile** of the **user**, the **client profiling** component will preferably parse through requested URL strings to search for keywords (e.g., keywords that may have been entered into a particular search en...

16/3K/41 (Item 38 from file: 349)
DIALOG(R)File 349: PCT FULLTEXT

00761432

METHODS, CONCEPTS AND TECHNOLOGY FOR DYNAMIC COMPARISON OF PRODUCT FEATURES AND CUSTOMER PROFILE
PROCEDES, CONCEPTS ET TECHNIQUE DE COMPARAISON DYNAMIQUE DE CARACTERISTIQUES D'UN PRODUIT ET DU PROFIL DES CONSOMMATEURS

Patent Applicant/Patent Assignee:

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  100 South Wacker Drive, Chicago, IL 60606; US; US (Residence); US (Nationality); (Designated for all)

Inventor(s):

- **GUHEEN Michael F**
  2218 Mar East Street$Tiburon, CA 94920; US; (Designated for all)
- **MITCHELL James D**
  3004 Alma$Manhattan Beach, CA 90266; US; (Designated for all)

- **BARRESE James J**
  757 Pine Avenue$San Jose, CA 95125; US; (Designated for all)

Legal Representative:

- **BRUESS Steven C (agent)**
  Merchant & Gould P.C., P.O. Box 2903, Minneapolis, MN 55402-0903; US

	Country	Number	Kind	Date
Patent	WO	200073958	A2	20001207
Application	WO	2000US14459		20000524
Priorities	US	99320818		19990527

Designated States: (All protection types applied unless otherwise stated - for applications 2004+)
AE; AG; AL; AM; AT; AU; AZ; BA; BB; BG; BR; BY; CA; CH; CN; CR; CU; CZ; DE; DK; DM; DZ; EE; ES; FI; GB; GD; GE; GH; GM; HR; HU; ID; IL; IN; IS; JP; KE; KG; KP; KR; KZ; LC; LK; LR; LS; LT; LU; LV; MA; MD; MG; MK; MN; MW; MX; MZ; NO; NZ; PL; PT; RO; RU; SD; SE; SG; SI; SK; SL; TJ; TM; TR; TT; TZ; UA; UG; UZ; VN; YU; ZA; ZW;

Designated States: (Protection type is "Patent" unless otherwise stated - for applications prior to 2004)
AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CR, CU, CZ, DE, DK, DM, DZ, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, UZ, VN, YU, ZA, ZW

[EP] AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LU; MC; NL; PT; SE;

[OA] BF; BJ; CF; CG; CI; CM; GA; GN; GW; ML; MR; NE; SN; TD; TG;

[AP] GH; GM; KE; LS; MW; MZ; SD; SL; SZ; TZ; UG; ZW;

[EA] AM; AZ; BY; KG; KZ; MD; RU; TJ; TM;

Detailed Description:

...are displayed. With reference to Figure 1A, operation 12 includes indicia coding in order to provide a diagnostic presentation of a past, current, and/or **desired** web presence. By this method, redundant efforts and omissions among the components of a particular implementation of a web architecture framework may be effectively conveyed...to business Each system is designed to meet the unique requirements of its users, and therefore benefits from a different mix of testing techniques. In **many** cases, designers find that the best starting point is to build and test low-fidelity prototypes. These are paper-and-pencil 1 5 versions of...information from the legacy system into the syntax of the development tools repository. The extent of the information 163 loaded into the repository is a **function** of the Information Model of the development tool repository. Infori-nation that is not represented in the development tool repository cannot be loaded into the...relevant source code is subsequently generated from these designs. The generation of DDL and DML is often hidden from the developer by using data

access **functions** or objects, provided by a large proportion of IDEs (e.g. MFC, JDK) Help text and module description generation (not usually provided by IDEs) analyzes...

IV. Text Search Results from Dialog

A. NPL Files, Abstract

```
File  35:Dissertation Abs Online 1861-2012/Apr
         (c) 2012 ProQuest Info&Learning
File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13
         (c) 2002 Gale/Cengage
File  65:Inside Conferences 1993-2012/May 25
         (c) 2012 BLDSC all rts. reserv.
File   2:INSPEC 1898-2012/May W3
         (c) 2012 The IET
File 474:New York Times Abs 1969-2012/May 25
         (c) 2012 The New York Times
File 475:Wall Street Journal Abs 1973-2011/Feb 14
         (c) 2011 The New York Times
File  99:Wilson Appl. Sci & Tech Abs 1983-2011/Nov
         (c) 2012 The HW Wilson Co.

Set     Items   Description
S1      77243   (TARGET? OR PROFIL? OR ENRICHED OR ENRICHING OR ENHANCED OR
OPTIMIZ? OR OPTIMIS? OR IMPROV?) (5N) (VISITOR? ? OR INDIVIDUAL? ? OR PEOPLE OR
PERSON? ? OR CUSTOMER? ? OR CONSUMER? ? OR USER? ? OR PATRON? ? OR CLIENT? ? OR
CLIENTELE)

S2       2909   S1 (5N) (LIFESTYLE? ? OR SOCIOECONOMIC? OR SOCIO()ECONOMIC? OR
DEMOGRAPH? OR ATTRIBUT? OR HABIT? ? OR PATTERN? ? OR BEHAVIOR? ? OR BEHAVIOUR? ?)

S3     752802   (MULTIPLE OR PLURAL? OR DIFFERENT OR SECOND OR SEVERAL OR ASSORTED
OR TWO OR FIRST OR SECOND OR THIRD OR MANY OR RELATED OR DEPENDENT) (5N) (SEGMENT?
OR DIVIDE? ? OR DIVIDING OR DIVISION? ? OR TIER? ? OR LEVEL? ? OR CLUSTER? ? OR
BUNDL? OR CATEGORIES OR CATEGORY OR CLASSIFY??? OR CLASSIFIES OR SUBSET? ? OR
SUBGROUP? ? OR POPULATION? ? OR GROUP? ? OR COMMUNITY OR COMMUNITIES)

S4       8153   (GREEDY) (5N) (MATHEMATICAL? ? OR FUNCTION? ? OR ARITHMETIC? ? OR
 FORMULA? ? OR EQUATION? ? OR ALGORITHM? ? OR CALCULAT?)

S5      22802   (APPROPRIATE OR FAVOURABLE OR FAVORABLE OR SUITABLE OR DESIRABLE OR
 DESIRE? ? OR DESIRED OR PREFERENTIAL OR PREFERENCE? ?) (5N) (RESPONSE? ? OR REPLY
OR REPLIES OR ANSWER? ? OR REACTION? ? OR FEEDBACK OR ACKNOWLEDG? OR AWARE? ?)

S6        271   S5 (5N) (AD? ? OR ADVERTISING OR ADVERTISEMENT? OR MARKETING OR
PROMO? ? OR PROMOTION? ? OR MESSAGE? ? OR COMMERCIAL? ? OR COMMUNICATION? OR EMAIL?
? OR BANNER? ? OR CAMPAIGN? ?)

S7       3083   AU=(RANKA, S? OR RANKA S? OR RANKA(2N)(S OR SANJAY) OR CHANG, E? OR
CHANG E? OR CHANG(2N)(E OR E. DIANE) OR VEINER, D? OR VEINER D? OR VEINER(2N)(D OR
DANIEL))

S8        265   S2 AND S3
S9          0   S8 AND S4
S10        74   S8 AND (MATHEMATICAL? ? OR FUNCTION? ? OR ARITHMETIC? ? OR FORMULA?
? OR EQUATION? ? OR ALGORITHM? ? OR CALCULAT?)
```

```
S11          0   S10 AND S5
S12         26   S10 AND (AD? ? OR ADVERTISING OR ADVERTISEMENT? OR MARKETING OR
PROMO? ? OR PROMOTION? ? OR MESSAGE? ? OR COMMERCIAL? ? OR COMMUNICATION? OR EMAIL?
? OR BANNER? ? OR CAMPAIGN? ?)

S13          5   S12 NOT PY>2001
S14         21   S10 NOT PY>2001
S15         20   RD  (unique items)
S16          1   S7 AND S2
```

15/5/8 (Item 8 from file: 35)
DIALOG(R)File 35: Dissertation Abs Online

909175 ORDER NO: AAD85-28407
COMPUTER ASSISTED OBSERVER TRAINING

Author: BASS, ROGER FRANK
Degree: PH.D.
Year: 1985
Corporate Source/Institution: THE UNIVERSITY OF WISCONSIN - MADISON (0262)
Source: Volume 4701A of Dissertations Abstracts International.
PAGE 145 . 191 PAGES
Descriptors: EDUCATION, SPECIAL
Descriptor Codes: 0529

The data base of applied behavior analysis consists largely of information gathered by observers whose direct observation is evaluated with one or more agreement **formulas**. Recently this practice has been criticized on numerous fronts. In the midst of this debate, the problem of establishing accurate observational repertoires has been almost completely ignored. This study is an attempt to help fill this informational void.

To do this, computerized interactive video was used in training 10-second part-interval observation. Specifically, observers viewed 10-**second segments** of videotape depicting developmentally disabled adolescents in a prevocational training program. Targeted response occurrences were scored on a computer keyboard. Following incorrect scoring, observers were required to rescore the interval. If an error was made again, the computer presented a description of the target behavior missed, and the interval was viewed again but was not scored.

Two independent variables, three-versus-seven target behaviors and maintenance-versus-non-maintenance training, were used. The three-target-behavior observers could score a maximum of six responses per interval because two target responses applied to one individual and one applied to four **individuals**. Observers scoring seven **target behaviors** could score a maximum of 16 target responses per interval. Each observer's maintenance phase began after his/her observational acumen stabilized. In the maintenance condition, feedback was thinned from 100% of all intervals to 50%, from 50% to 20%, and from 20% to 5.55%. A non-maintenance condition involved terminating all feedback at once rather than fading it out.

Results indicated that accurate observational repertoires were established in both the three- and seven-target-behavior conditions. Average accuracy across all target behaviors was consistently more than

90%, and the lowest accuracy values obtained for most target responses met publication standards applied to agreement values. Agreement between observers in the same group indicated that approximately the same percentage of errors were made, although of a different type. This demonstrates an absence of observer drift. Observational accuracy was not enhanced by the maintenance condition. A system for scoring videotapes was described that makes in vivo data collection obsolete in most cases.

15/5/12 (Item 12 from file: 35)
DIALOG(R)File 35: Dissertation Abs Online

698490 ORDER NO: AAD80-26049
PERSONAL FINANCIAL PLANNING: DETERMINATION OF CUSTOMER PROFILES, NEEDS AND VIEWPOINTS

Author: ULIVI, RICARDO MARTIN
Degree: PH.D.
Year: 1980
Corporate Source/Institution: UNIVERSITY OF ARKANSAS (0011)
Source: Volume 4105A of Dissertations Abstracts International.
PAGE 2212 . 232 PAGES
Descriptors: BUSINESS ADMINISTRATION
Descriptor Codes: 0310

Personal financial planning is a service that springs from the need for objective and centralized advice on a wide range of areas such as investments, insurance, money management, taxes, estate planning and others. A personal financial planner fits each one of those individual areas into a well-balanced, integrated plan, after a comprehensive financial analysis is undertaken--guided by a family's goals, attitudes and objectives.

The purposes of this study were (1) to identify characteristics which discriminate between households that are interested and those not interested in obtaining a personal financial plan; (2) to determine the relative importance of the various differentiating characteristics; (3) to develop **demographic** and life style **profiles** of **consumers** that reported an interest in obtaining a personal financial plan; (4) to relate several aspects of personal financial management and behavior to interest in obtaining a personal financial plan; (5) to assess the needs and viewpoints of consumers regarding personal financial planning; and (6) to determine how attitude towards personal financial planning is related to interest in obtaining this service.

The data was collected by means of a questionnaire mailed to participants of the Arkansas Household Research Panel during the Fall, 1979. Various analytical tools were utilized to analyze the data, including discriminant and factor analyses, t-tests, and Chi Square tests of independence.

The major findings are briefly summarized as follows: the discriminant **function** correctly classified 68 percent of households into either of **two groups**: (1) those interested in obtaining a personal financial plan, and (2) those not interested. Attitude towards financial planning was the most important discriminating variable among the **groups**, with age being **second**, but negatively related to interest in financial planning.

The typical head of household interested in obtaining a personal financial plan was found to be 25-35 years old, well educated with at least a bachelor's degree, renting the home in which he/she lives, and

with the spouse also employed. This person holds cosmopolitan views, is an avid information seeker, self-confident, community minded and a credit user. The individual's interest in financial planning is increased by being engaged in a discussion about his/her financial goals and objectives with a financial planner. Additionally, those persons making real estate investments are more interested in financial planning than those who do not make real estate investments.

The data implied that consumers interested in obtaining a personal financial plan attribute a high degree of importance to their active participation in determining the broad goals required for developing a financial plan. Individuals believe they too are excellent sources for developing financial plans, along with bankers, accountants, attorneys, and certified financial planners. The study also suggests that financial planners should base their fees on a sliding scale according to income; that is, the higher the clients income, the more he/she should be charged for a personal financial plan.

Finally, it was determined that households interested in obtaining a personal financial plan have a more favorable attitude towards the concept of financial planning than those who are not interested in this service. In conclusion, the findings should provide valuable information to assist the financial planning industry to identify prospective customers more easily.

15/5/13 (Item 13 from file: 35)
DIALOG(R)File 35: Dissertation Abs Online

694512 ORDER NO: AAD80-20472
THE USE OF ORGANIZATIONAL BUYING BEHAVIOR IN ASSESSING INDUSTRIAL MARKETS

Author: MORIARTY, ROWLAND THOMAS, JR.
Degree: D.B.A.
Year: 1980
Corporate Source/Institution: HARVARD UNIVERSITY (0084)
Source: Volume 4104A of Dissertations Abstracts International.
PAGE 1744 . 543 PAGES
Descriptors: MARKETING
Descriptor Codes: 0338

The concept of a buying center or a decision making unit (DMU), was first introduced in 1967 by Robinson, Farris, and Wind. The idea was that organizational buying decisions are usually made by a group rather than a single individual has become widely accepted in principle. However, when doing empirical research, marketing researchers and academics have been very slow to implement the concept of the decision making unit. The vast majority of studies done in industrial marketing rely on the response of a single individual within the DMU. Unlike the field of consumer behavior, very few of the underlying principles of Organizational Buying Behavior have been adopted by marketing practitioners. The purpose of this research project was to bridge the gap between concept and practice in industrial marketing. Its specific objectives were twofold: (1) To develop and test an efficient methodology for collecting data on organizational buying behavior from complex decision making units. (2) To use this data in: (a) Developing behaviorally based "buyer oriented" industrial market segments; (b) Analyzing traditional "seller oriented" industrial market segments and developing behavioral profiles of them.

Organizational buying behavior data was collected from 319 companies which had recently made a major procurement of non-intelligent data terminals. Using a telephone "snowballing" technique, over 2,000 decision participants were identified within the cooperating companies. 1,670 questionnaires were mailed to decision participants of which 663 were returned and usable (40%). Information was collected on 900 variables including: (1) Decision specific variables such a size and amount of purchase, purchase history, decision history, etc. (2) **Individual** variables such as **demographics**, risk **profile**, innovativeness and perceived importance of 33 product attributes. (3) Interpersonal variables such as decision influence, veto power, and opinion leadership. (4) Organizational variables such as level and **function**. (5) Environmental variables such as industry, company size, and rate of growth.

The data was collected under the direction of Rowland Moriarty by the National Analysts Division of Booz, Allen, and Hamilton.

The implications of this research for marketing practitioners are as follows: (1) Industrial markets can be segmented on the basis of buying behavior similar to the approach used in many consumer markets. (2) This behaviorally-based approach to industrial market segmentation can provide the analytical foundation for making decisions on market selection, product policy, pricing policy, and promotional policy. (3) There are a wide variety of ways to segment a market. This research focused on **two different** methods of **segmentation**; "buyer-oriented" **segmentation** and "seller-oriented" segmentation. It demonstrated the usefulness of organizational buying behavior data to both approaches to market segmentation by: (a) developing buyer-oriented "benefit" segments based on how and why customers buy a product; and (b) providing a behavioral analysis of traditional, "seller-oriented" market segments. (4) Data on the complex phenomenon of organizational buying behavior can be collected in an effective cost efficient manner. This will permit both marketing academics and marketing practitioners to conduct broad-based research on how and why organizations make buying decisions. (5) It synthesized concepts from the three areas of organizational buyer behavior, consumer behavior, and market segmentation.

15/5/15 (Item 2 from file: 2)
DIALOG(R)File 2: INSPEC

07921166
Title: Identifying locations for targeted advertising on the Internet
Author(s): Bhatnagar, A.[1]; Papatla, P.[1]
Affiliation(s):
[1] Wisconsin Univ., Milwaukee, WI, USA
Journal: International Journal of Electronic Commerce , vol.5 , no.3 , pp.23-44
Publisher: M.E. Sharpe
Country of Publication: USA
Publication Date: Spring 2001
ISSN: 1086-4415
ISSN Type: print
SICI: 1086-4415(200121)5:3L.23:ILTA;1-M
CODEN: IJECFE
U.S. Copyright Clearance Center Code: 1086-4415/2001/$9.50+0.00
Language: English
Document Type: Journal Paper (JP)
Treatment: Practical (P)

Abstract: Due to steady erosion in the effectiveness of online advertising (e.g., banners and buttons placed at frequently visited sites), online businesses need to target their advertising campaigns more precisely to reach the segments they are interested in. This paper examines the issue of how to identify ideal paid advertising, banner exchange, or affiliate partner locations, and proposes a model based on consumer search behavior. Calibrated with data obtained from searches for information in 18 **different categories**, the model allows for heterogeneity by permitting consumers to belong to **different segments** that have idiosyncratic search points and thresholds. It also includes a segment-membership **function**, specified in terms of consumer demographics, that can be used to identify the demographics associated with **different** focal **groups**. (*9 refs.*)
Subfile(s): C (Computing & Control Engineering); E (Mechanical & Production Engineering)
Descriptors: advertising data processing; Internet
Identifiers: **targeted** advertising; Internet; online advertising; **consumer** search **behavior**; segment-membership **function**; consumer demographics; information search; market segmentation; search pattern
Classification Codes: C7170 (Marketing computing); C7210N (Information networks); E0410F (Business applications of IT)
International Patent Classification:
G06Q-0030/00 (Commerce, e.g. marketing, shopping, billing, auctions or e-commerce)
INSPEC Update Issue: 2001-019

B. NPL Files, Full-text

```
File  15:ABI/Inform(R) 1971-2012/May 24
         (c) 2012 ProQuest Info&Learning
File   9:Business & Industry(R) Jul/1994-2012/May 24
         (c) 2012 Gale/Cengage
File 610:Business Wire 1999-2012/May 25
         (c) 2012 Business Wire.
File 810:Business Wire 1986-1999/Feb 28
         (c) 1999 Business Wire
File 275:Gale Group Computer DB(TM) 1983-2012/May 24
         (c) 2012 Gale/Cengage
File 624:McGraw-Hill Publications 1985-2012/May 25
         (c) 2012 McGraw-Hill Co. Inc
File 621:Gale Group New Prod.Annou.(R) 1985-2012/May 24
         (c) 2012 Gale/Cengage
File 636:Gale Group Newsletter DB(TM) 1987-2012/May 22
         (c) 2012 Gale/Cengage
File 613:PR Newswire 1999-2012/May 25
         (c) 2012 PR Newswire Association Inc
File 813:PR Newswire 1987-1999/Apr 30
         (c) 1999 PR Newswire Association Inc
File  16:Gale Group PROMT(R) 1990-2012/May 21
         (c) 2012 Gale/Cengage
File 160:Gale Group PROMT(R) 1972-1989
         (c) 1999 The Gale Group
File 634:San Jose Mercury  Jun 1985-2012/Jan 28
```

(c) 2012 San Jose Mercury News
File 148:Gale Group Trade & Industry DB 1976-2012/May 22
(c) 2012 Gale/Cengage
File 20:Dialog Global Reporter 1997-2012/May 24
(c) 2012 Dialog
File 635:Business Dateline(R) 1985-2012/May 25
(c) 2012 ProQuest Info&Learning
File 570:Gale Group MARS(R) 1984-2012/May 24
(c) 2012 Gale/Cengage
File 387:The Denver Post 1994-2012/Feb 23
(c) 2012 Denver Post
File 471:New York Times Fulltext 1980-2012/May 25
(c) 2012 The New York Times
File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06
(c) 2002 Phoenix Newspapers
File 494:St LouisPost-Dispatch 1988-2012/Jan 29
(c) 2012 St Louis Post-Dispatch
File 631:Boston Globe 1980-2009/Dec 30
(c) 2010 Boston Globe
File 633:Phil.Inquirer 1983-2011/Mar 31
(c) 2011 Philadelphia Newspapers Inc
File 638:Newsday/New York Newsday 1987-2012/Jan 31
(c) 2012 Newsday Inc.
File 640:San Francisco Chronicle 1988-2012/Jan 30
(c) 2012 Chronicle Publ. Co.
File 641:Rocky Mountain News Jun 1989-2009/Jan 16
(c) 2009 Scripps Howard News
File 702:Miami Herald 1983-2012/Jan 30
(c) 2012 The Miami Herald Publishing Co.
File 703:USA Today 1989-2012/May 24
(c) 2012 USA Today
File 704:(Portland)The Oregonian 1989-2012/Jan 29
(c) 2012 The Oregonian
File 713:Atlanta J/Const. 1989-2012/Jan 31
(c) 2012 Atlanta Newspapers
File 714:(Baltimore) The Sun 1990-2012/Jan 30
(c) 2012 Baltimore Sun
File 715:Christian Sci.Mon. 1989-2009/Dec 07
(c) 2009 Christian Science Monitor
File 725:(Cleveland)Plain Dealer Aug 1991-2012/Jan 29
(c) 2012 The Plain Dealer
File 735:St. Petersburg Times 1989- 2012/Jan 30
(c) 2012 St. Petersburg Times
File 477:Irish Times 1999-2012/May 25
(c) 2012 Irish Times
File 710:Times/Sun.Times(London) Jun 1988-2012/Jan 30
(c) 2012 Times Newspapers
File 711:Independent(London) Sep 1988-2006/Dec 12
(c) 2006 Newspaper Publ. PLC
File 756:Daily/Sunday Telegraph 2000-2012/May 25
(c) 2012 Telegraph Group
File 757:Mirror Publications/Independent Newspapers 2000-2012/May 25
(c) 2012

Set Items Description
S1 4326714 (TARGET? OR PROFIL? OR ENRICHED OR ENRICHING OR ENHANCED OR OPTIMIZ? OR OPTIMIS? OR IMPROV?) (5N) (VISITOR? ? OR INDIVIDUAL? ? OR PEOPLE OR

PERSON? ? OR CUSTOMER? ? OR CONSUMER? ? OR USER? ? OR PATRON? ? OR CLIENT? ? OR CLIENTELE)

S2 77440 S1 (5N) (LIFESTYLE? ? OR SOCIOECONOMIC? OR SOCIO()ECONOMIC? OR DEMOGRAPH? OR ATTRIBUT? OR HABIT? ? OR PATTERN? ? OR BEHAVIOR? ? OR BEHAVIOUR? ?)

S3 11096677 (MULTIPLE OR PLURAL? OR DIFFERENT OR SECOND OR SEVERAL OR ASSORTED OR TWO OR FIRST OR SECOND OR THIRD OR MANY OR RELATED OR DEPENDENT) (5N) (SEGMENT? OR DIVIDE? ? OR DIVIDING OR DIVISION? ? OR TIER? ? OR LEVEL? ? OR CLUSTER? ? OR BUNDL? OR CATEGORIES OR CATEGORY OR CLASSIFY??? OR CLASSIFIES OR SUBSET? ? OR SUBGROUP? ? OR POPULATION? ? OR GROUP? ? OR COMMUNITY OR COMMUNITIES)

S4 799 (GREEDY) (5N) (MATHEMATICAL? ? OR FUNCTION? ? OR ARITHMETIC? ? OR FORMULA? ? OR EQUATION? ? OR ALGORITHM? ? OR CALCULAT?)

S5 210838 (APPROPRIATE OR FAVOURABLE OR FAVORABLE OR SUITABLE OR DESIRABLE OR DESIRE? ? OR DESIRED OR PREFERENTIAL OR PREFERENCE? ?) (5N) (RESPONSE? ? OR REPLY OR REPLIES OR ANSWER? ? OR REACTION? ? OR FEEDBACK OR ACKNOWLEDG? OR AWARE? ?)

S6 7727 S5 (5N) (AD? ? OR ADVERTISING OR ADVERTISEMENT? OR MARKETING OR PROMO? ? OR PROMOTION? ? OR MESSAGE? ? OR COMMERCIAL? ? OR COMMUNICATION? OR EMAIL? ? OR BANNER? ? OR CAMPAIGN? ?)

S7 161 AU=(RANKA, S? OR RANKA S? OR RANKA(2N)(S OR SANJAY) OR CHANG, E? OR CHANG E? OR CHANG(2N)(E OR E. DIANE) OR VEINER, D? OR VEINER D? OR VEINER(2N)(D OR DANIEL))

S8 2364 S2(S)S3
S9 0 S8(S)S4
S10 207 S8(S)(MATHEMATICAL? ? OR FUNCTION? ? OR ARITHMETIC? ? OR FORMULA? ? OR EQUATION? ? OR ALGORITHM? ? OR CALCULAT?)

S11 1 S10(S)S5
S12 166 S10(S)(AD? ? OR ADVERTISING OR ADVERTISEMENT? OR MARKETING OR PROMO? ? OR PROMOTION? ? OR MESSAGE? ? OR COMMERCIAL? ? OR COMMUNICATION? OR EMAIL? ? OR BANNER? ? OR CAMPAIGN? ?)

S13 63 S10(30N)(AD? ? OR ADVERTISING OR ADVERTISEMENT? OR MARKETING OR PROMO? ? OR PROMOTION? ? OR MESSAGE? ? OR COMMERCIAL? ? OR COMMUNICATION? OR EMAIL? ? OR BANNER? ? OR CAMPAIGN? ?)

S14 64 S11 OR S13
S15 19 S14 NOT PY>2001
S16 12 RD (unique items)
S17 0 S7 AND S2
S18 3 S7 AND S1

16/3,K/4 (Item 2 from file: 9)
DIALOG(R)File 9: Business & Industry(R)

02145097 Supplier Number: 25652306 **(USE FORMAT 7 OR 9 FOR FULLTEXT)**
King of Coupons
(Valassis Communications Inc claims 50% of the $1.9 bil FSI market, running 16 web presses with the capacity to print 92 bil pages/yr)

Printing Impressions , v 42 , n 11 , p 26+
April 2000
Document Type: Journal; Company Overview **ISSN:** 0032-860x (United States)
Language: English **Record Type:** Fulltext
Word Count: 2287 **(USE FORMAT 7 OR 9 FOR FULLTEXT)**
TEXT:
...mail more customized, personalized special offers that would appeal to those customers. Furthermore, Liddle reports that Valassis has fine-tuned its FSI strategy with a "**formula**" that divides the country into 100,000 zones, thereby allowing **clients** to **target demographic groups** by ZIP code and distribute **different advertising** inserts to different parts of the country. The bar codes also allow Valassis to track redemption patterns for each area. Pretty amazing stuff, but not...

16/3,K/5 (Item 1 from file: 610)
DIALOG(R)File 610: Business Wire

00576010 20010821233B6798 **(USE FORMAT 7 FOR FULLTEXT)**
Saks Incorporated Reports Operating Results for the Second Quarter and Six Months Ended August 4, 2001

Business Wire
Tuesday , August 21, 2001 16:03 EDT
Journal Code: BW **Language:** ENGLISH **Record Type:** FULLTEXT **Document Type:** NEWSWIRE
Word Count: 4,033

Text:
...also continue to refine our private brand selections, and in the first half of 2001, we improved the overall profitability of this program. SDSG's **marketing** strategy includes more **targeted marketing** based on **customer** spending **patterns**, strengthened **customer** relationship **marketing**, and **enhanced** loyalty programs (launched earlier this year), patterned after the successful SaksFirst program. In the service arena, our new customer service centers (now in nearly 100...

16/3,K/6 (Item 2 from file: 610)
DIALOG(R)File 610: Business Wire

00436875 20010108008B5111 **(USE FORMAT 7 FOR FULLTEXT)**
SLP InfoWare Partners With Siebel Systems to Enable Integrated Customer Loyalty and Churn Management Solution for Communications Service Providers-Leading P-CRM Provider to Offer Predictive Capabilities With Siebel...

Business Wire
Monday , January 8, 2001 01:08 EST

Journal Code: BUSINESS WIRE, COMTEX **Language:** ENGLISH **Record Type:** FULLTEXT
Document Type: NEWSWIRE
Word Count: 916
Text:
...SLP InfoWare's automated processes of profiling, segmentation, and modeling constantly monitor multiple forms of behavior information data sources to produce highly accurate predictions of **customer behavior**, which in turn **optimizes** offer acceptance. SLP InfoWare distributes predictive models throughout the enterprise through multiple customer touch points. SLP InfoWare automated predictive **marketing** products are built on an advanced technology architecture that facilitates integration and componentization. This flexible, adaptable approach guarantees customers the ability to integrate SLP InfoWare...

16/3,K/7 (Item 1 from file: 275)
DIALOG(R)File 275: Gale Group Computer DB(TM)

01996198 **Supplier Number:** 18788279 **(Use Format 7 Or 9 For** FULL TEXT)
Know your customer. (retail marketing tools)(PC Week Executive) (Product Information)

Shein, Esther
PC Week , v13 , n42 , pE1(2)
Oct 21 , 1996
ISSN: 0740-1604
Language: English **Record Type:** Fulltext; Abstract
Word Count: 1149 **Line Count:** 00093
Abstract: Retailers increasingly use closely **targeted marketing** and customer tracking, **segmenting** buyers into **different demographic groups**, analyzing buying patterns and carefully determining which **promotions** have the best results. Retail Target **Marketing** Systems Inc's Archer customer information software is an industry-specific decision support system for **marketing** management that is often compared with OLAP tools but can obtain more revealing information. Queries can yield valuable data such as which customers buy groups... ...Co uses Archer to analyze customer behavior, while Christian-products retailer Family Book Stores uses it to select customers for mailings. Neither company has yet **calculated** a return on investment, but individual **promotions** have paid off for both.
Abstract:

16/3,K/10 (Item 2 from file: 636)
DIALOG(R)File 636: Gale Group Newsletter DB(TM)

03080503 **Supplier Number:** 46294538 **(USE FORMAT 7 FOR FULLTEXT)**

IBM STAKES BIG CLAIM IN DATA MINING MARKET
Report on IBM , v 13 , p N/A
April 10 , 1996
Language: English **Record Type:** Fulltext

Document Type: Newsletter ; Trade
Word Count: 1215
Supplier Number: (USE FORMAT 7 FOR FULLTEXT)

Text:
...just about building a data warehouse -- it's about detecting something that you didn't know before," said Tim Negris, vice president of sales and **marketing** for IBM's Software Solutions Division. THE MINER The Intelligent Miner toolkit consists of **algorithms** and processing techniques that enable application developers to analyze data stored in flat files or databases, such as IBM's Database 2 Parallel Edition (DB2...

...developed three customized, cross-industry applications: customer segmentation, item set analysis (or market basket), and fraud detection. Customer segmentation segments and scores customer data from **marketing** databases (including private and public data sources) to better understand **customer behavior**. Results are used for **target marketing**, cross-selling, **customer** retention **campaigns**, as well as propensity to purchase and consumer vulnerability analysis **campaigns**. Item set analysis aims to understand customer buying behavior and to predict their future behavior by identifying affinities among their choice of products and services...

16/3,K/11 (Item 1 from file: 613)
DIALOG(R)File 613: PR Newswire

00655175 20011010NYW090 **(USE FORMAT 7 FOR FULLTEXT)**
American Hotels Turn to Optims Revenue Management Solutioning

PR Newswire
Wednesday , October 10, 2001 12:20 EDT
Journal Code: PR **Language:** ENGLISH **Record Type:** FULLTEXT **Document Type:** NEWSWIRE
Word Count: 374
Text:
...s front office system to its database to build a detailed analysis of the business. It serves hotels by identifying their customers' booking and purchasing **behavior**, facilitating strategic segmentation and **target marketing** to various **customer** classes and helping hotels better manage their services and amenities to meet and exceed customer expectations. Optims' forecasting module establishes accurate forecasts based on historical...

16/3,K/12 (Item 1 from file: 16)
DIALOG(R)File 16: Gale Group PROMT(R)

07408986 **Supplier Number:** 62139590 **(USE FORMAT 7 FOR FULLTEXT)**

King of Coupons.
ADAMS, CHERYL A.
Printing Impressions , v 42 , n 11 , p 26
April , 2000
Language: English **Record Type:** Fulltext
Document Type: Magazine/Journal ; Trade
Word Count: 2362
...that Valassis has fine-tuned its FSI strategy with a "formula" that divides the country into 100,000 zones, thereby allowing clients to target demographic **groups** by ZIP code and distribute **different advertising** inserts to different parts of the country. The bar codes also allow Valassis to track redemption patterns for each area. Pretty amazing stuff, but not...

V. Additional Resources Searched

Financial Times FullText (via ProQuest): No relevant results.

Internet & Personal Computing Abstracts (via EBSCOhost): No relevant results.

Google: See attached document.